VOL. XXXIII, NO. /4

WEEK ENDING

MARCH 14, 1931

PRICE TEN CENTS

Mid-Mrrk Hittal PUBLISHED WEFKLY BY THE NEW YORK MES COMPANY

NEWS OF

WORLD

ICTURES

THE HOME-RUN **TWINS**

Lou Gehrig and Babe Ruth, the Batting Punch of the New York Yankees, Beginning Spring Training at St. Petersburg, Fla.
(Times Wide World Photos.)



THE TRAGIC
SEARCH FOR
THE DEAD AND
INJURED: SAILORS
of the British Warships Veronica, Dunedin and Diomede Carrying Out
Victims From the Earthquake Wreckage.



ALL THAT
WAS LEFT OF
THE BUSINESS CENTRE
OF THE TOWN
OF HASTINGS:
WRECKAGE
in a Hawke's
Bay
Community,
Near Napier,
Which Also
Suffered
Very Heavy
Losses Both in
Lives and in

Property.



A SCENE OF DESOLATION THAT EQUALS WAR'S WORST HORRORS: WRECKAGE of the Imposing Buildings Napier's Three Most Important Streets, Showing the Structures Torn Apart as if by High Explosives.



MID-WEEK PICTORIAL, Vol. XXXIII, No. 4, week ending March 14, 1931. An illustrated weekly published by The New York Times Company. Times Square, New York. Subscription rate \$4.00 a year in Postoffice at New York, N. Y., under the act of March 8, 1879, and with the Postoffice Department of Canada as second-class matter.

Mid-Week Pictorial

"A National Magazine of News Pictures"

VOL. XXXIII, No. 4. NEW YORK, WEEK ENDING MARCH 14, 1931. PRICE TEN CENTS

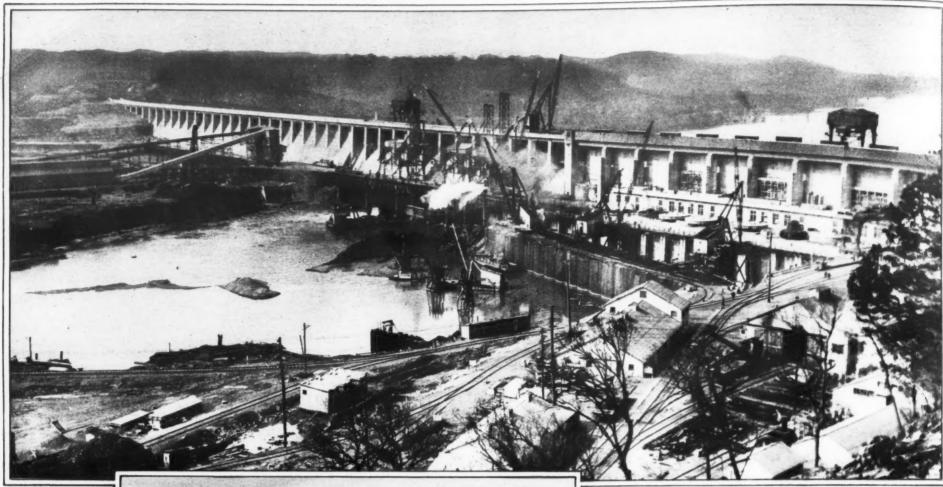


The King of Comedians Visits the British Premier

Charlie Chaplin Strolling With Ramsay MacDonald in a Lane Near Chequers, the Prime Minister's Official Country Residence, on the Film Star's First Visit to His Native Land in a Decade.

(Times Wide World Photos, London Bureau.)

THE MAKING OF THE WORLD'S LARGEST ARTIFICIAL LAKE

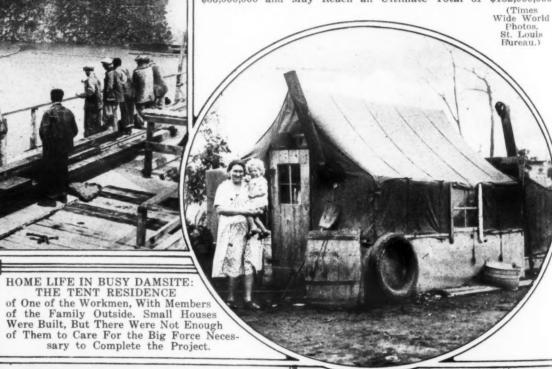




THE WATERS OF THE HUGE LAKE STEAD-ILY CREEP HIGHER: WORKMEN on the Highest Point of the Dam Look Out Over the Shores of the Lake, Which Is Expected to Reach Its Appointed Boundaries Late in the Summer. The Engineers Hope to Begin the Generation of Power About July 1.



WHERE MAN'S TOIL IS CREATING AN INLAND SEA: GENERAL VIEW OF THE BAGNALL DAM AT DAMSITE, MO., With the Water Beginning to Accumulate in the "Lake of the Ozarks," Which Will Be 125 Miles Long and Have a Shore Line of 1,500 Miles. The Cost of the Project, Which Is to Supply Electric Power for St. Louis and the Lead Mines of Missouri, Is \$33,000,000 and May Reach an Ultimate Total of \$132,000,000.



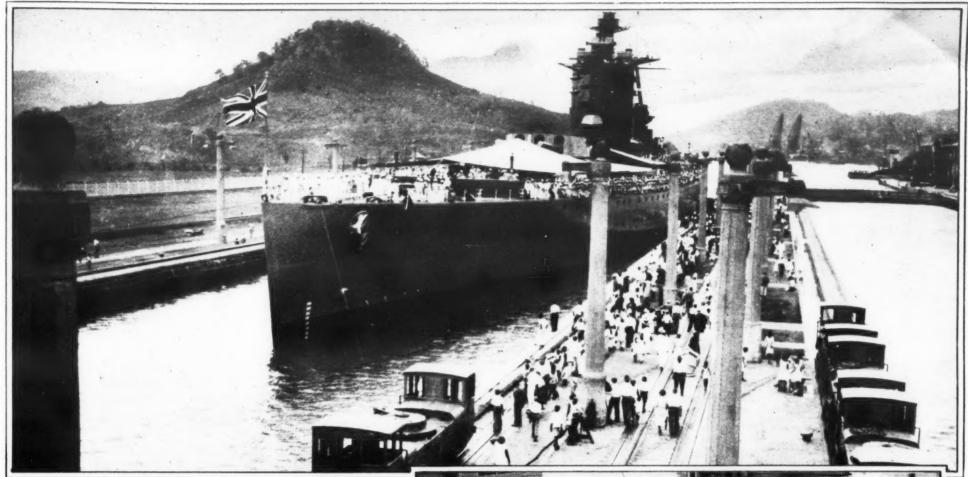


WHERE MAN IS DWARFED BY THE WORK OF HIS HANDS:
A CLOSE-UP
of the Sluice Gates of the Bagnall Dam. Which Is 2 600 Feet

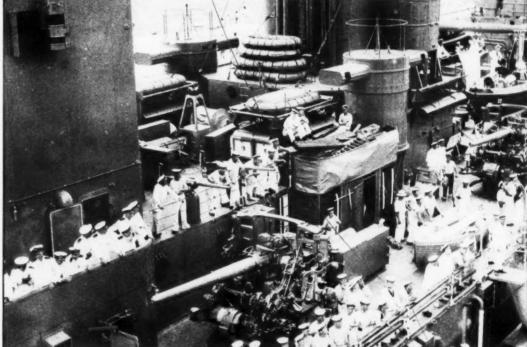
of the Sluice Gates of the Bagnall Dam, Which Is 2,600 Feet Long and Rises 140 Feet Above Rock Bottom.



THE BOOM TOWN THAT CATERS TO THE BAGNALL DAM WORKERS: THE BUSINESS SECTION
OF DAMSITE, MO.,
Hastily Thrown Together to Meet the Needs of the Large Temporary Population.

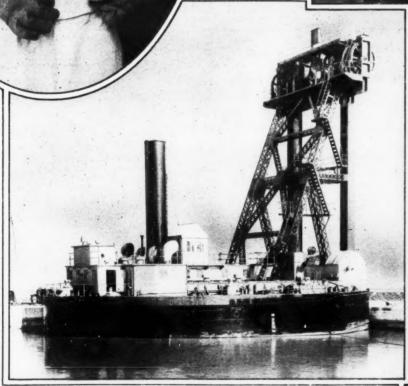


THE WORLD'S LARGEST FIGHTING CRAFT SCRAPES THROUGH THE PANAMA CANAL: THE BRITISH DREAD-NOUGHT NELSON, With a Beam of 106 Feet, Passing Through One of the 110-Feet-Wide Locks in Such Locks in Such Close Quarters That She Rubbed Off Much of Her Paint and Suffered Other Minor Dam-age on Her Formal Visit to the Ameri-can Fleet at Its Pacific Its Pacific Manoeuvers. (International.)

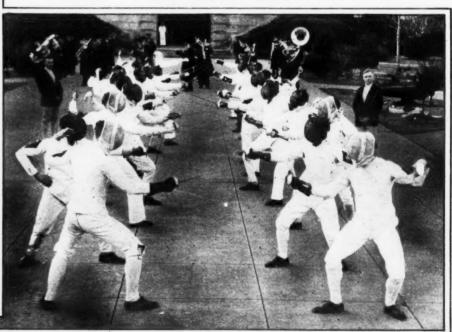


A CLOSE-UP OF THE PRIDE OF THE BRITISH NAVY: A VIEW OF THE AFTER DECK of the Dreadnought Nelson, Which Carries Nine 16-Inch Guns, Twelve 6-Inch Guns, and the Latest Armament for Combating Aerial Attacks.

(Times Wide World Photos.)



A FLOATING CRANE WHICH CAN HOIST 500 TONS: THE GIANT GATE LIFTER for the New Welland Canal, With Its Tower Rising Seventy-two Feet Above the Steel Deck, as It Appeared in Its Berth at Port Weller, Canada, After a 600-Mile Voyage From Collingwood, Ontario. (Canadian National.)



THE D'ARTAGNANS OF THE NAVY DON BATTLE ARRAY: THE FENCING SQUAD of the Naval Academy at Annapolis Practicing Thrust and Parry in an Outdoor Session.

(Times Wide World Photos, Washington Bureau.)



Holding the Trophy He Won in the Philadelphia Tournament

of the Right and Left Hand Fencing Association. (Times Wide World Photos, Philadelphia Bureau.)

THE STAR OF THE COL-LEGIATE SWORDS-MEN: MARK WILLCOX, JR., a Freshman at the University of Pennsylvania,

four years of service, Chief John Ken-

lon of the New York Fire Depart-

ment retired on a pension. For nearly

twenty years he was commander-in-

chief of an army of 7,000 men. At

any three-alarm fire he might be

seen standing inside the firelines, a

commanding figure in rubber boots,

Kenlon the fire czar ruled his de-

partment. Sometimes his men cursed

his autocratic ways, but they cursed

with a respectful pride. One story

told of him in the department recalls

a visit he made to a sleepy firehouse

near a suburban boundary. Chief

Kenlon in civilian clothes was not

recognized by the fireman on duty.

who called up the brass pole to his

captain: "A guy down here wants to

The next morning the fireman was

called to headquarters. Each morn-

ing thereafter for many days Kenlon

ordered the man to look at him and

then return to his station. Finally

Kenlon demanded: "Will you know

"Chief," his subordinate replied,

And this might be the New York

Fire Department's valedictory to

* * *

The Screen's First Knight?

East End of London around the

man earned a few clanking coppers a

day by tying feed bags to the noses

of cab horses, while their owners

within doused walrus mustaches in

foaming mugs. Flat arches and ach-

ing tendons gave the old man a

'N front of a "pub" in the gray

beginning of this century an old

me when you see me again?"

"I'll know you to my dying day."

slicker and helmet.

see you."

John Kenlon.

"juvenile comic"

''Casey's

WEEK'S HEADLINERS FOOTNOTES ON

[From The New York Times.]

The Uncompromising Conciliator.

NE of the leading candidates for the nomination of headline hero of the week is a massive, grizzled Britisher who when he was younger looked something like "Old Bill" and now is known as "Uncle Arthur." He has a booming voice, which must have been heard above the roar of the shop when he was an iron founder many years ago. He has the uncompromising conviction of a Wesleyan preacherwhich he was once; he speaks no language other than his own, and yet he succeeded where a year ago the, representatives of five nations failed in the patching up of a naval agreement between France and Italy.

Arthur Henderson, Foreign Minister of the MacDonald Cabinet, shares with Aristide Briand the rôle of European peacemaker. He is an unforgetful friend and an unforgiving enemy, and he is possessed of many qualities which are generally not re-

Peacemaker.

garded as of assistance in diplomacy. He had, in fact, practically no background in foreign affairs. He was an aggressive trades union leader and one of the chief builders of the Labor party; his main contacts with Continental Europeans were

with labor leaders. Once when he visited this country a New England luncheon club canceled its invitation for him to speak before it, because it feared contamination of "dangerous" political doctrines.

How, then, was he successful in bringing France and Italy to agree upon navies after the failure of the London conference to do so last year? What is the secret of his magic? Perhaps it is because it is no secret at all. The activities of a labor leader call for almost continuous negotiation and persuasion; he employs direct phrases, the only language in which definite agreement can be made.

* * * A Literary Henry Ford.

THERE are more than 2,000,000 unemployed in Britain, and yet Edgar Wallace, newsboy, soldier, newspaper man, editor, war correspondent, novelist, film director and race-horse owner, has found another job. He has become editor of a London Sunday newspaper.

André Siegfried asserts in THE TIMES Magazine this week that the British have not mastered the art of mass production. What about London's literary Henry Ford? What about Mr. Wallace, who has dashed off 150 detective yarns-some of them in less time than readers have taken to solve them-and more than twenty plays, some of which took longer to rehearse than to write?

Mr. Wallace has two varieties of working day-the long and the short. The long day begins at 4 A. M. "From 4 to 5," he says, "I spend in getting myself thoroughly awake. I never start work until an hour after awakening." At 5 o'clock Mr. Wallace picks up a long rubber tube connected with a phonographic recording apparatus and talks earnestly into it for an hour and forty-five minutes-dictating one of his mystery stories. At 7:45 Mr. Wallace inspects

the morning newspapers, paying particular attention to criminal and rac-

Employed.

ing items. Shortly after 8 a secretary arrives; Mr. Wallace goes through his mail and dictates replies. At 9 he is pouring more words into the dictaphone and half an hour later breakfast arrives-an English breakfast, that is for a Continental

breakfast of rolls and coffee was at his bedside when he awoke.

Mr. Wallace's chief secretary arrives at 10, when racing matters are taken up. Horse trainers telephone for instructions, and between times the mystery writer turns to dictating an article upon some turf subject An hour and a half later he is likely to be rehearsing a play. Luncheon at 1, back in his study by 2, leaves for the races at 2:35 and back again by 4:45 when he goes to bed for two hours-this man is always sleeping!

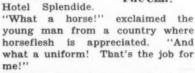
Between the 6:45 and 7:30 dinner he corrects proofs of a new book. After dinner, he may work on a feature article and then look in at the theatre rehearsal he visited in the morning. At 11:30 he drops in to a restaurant for supper and is in bed at 1.

Such is one of Mr. Wallace's typical long days. His short day begins at 10. By 11 he has attended to mail and morning newspapers and he confides to his dictaphone for two hours. An hour for lunch, he is back to dictating a serial at 2. From 3:30 to 5 race-track matters are taken up, then two more hours of pouring murder, robbery, arson and scientific crime detection into the dictaphone. After an hour for dinner, Mr. Wallace is grasping the dictaphone tube at 8:30. Likely as not he has finished his serial by 10, but in any case he goes to bed. He is never at the same task for more than two hours. All of which goes to prove that all work and no play does not make Jack a dull boy when variety is the spice of life.

Autocrat of the Fire Lines.

TN the late 1880s a young Irish sailor out of a job in New York and with almost nothing in his pocket but a letter of introduction to the head of the Fire Department passed by a fire house. lounged in front of the building or sat with their chairs tilted against the wall. "Nothing to do but kill time," the sailor said to himself. "That's not the

job for me." He walked on. Around the corner came a bright red buggy, drawn by spirited, faststepping horse. In the buggy sat a fire chief, wearing a uniform as noticeable as the costume of the head doorman of



It was, for last week, after forty-



Fire Czar.

peculiar penguin-like walk. Day after day an under-sized youngster, pretty nearly all eyes, passed by, saw and remembered The youngster had been almost born on the stage, father and mother were actors, and he himself was a

Adapter.

Court," a music hall skit in which child performers appeared dressed in elders' hand-me-downs. In his part he wore among other things a battered derby and a high, stand-up collar. The manager of the troupe complained that he was very careless and frequently did not take the trouble to clean his celluloid collar: eventually he was discharged.

Later the round-eyed youngster had a part with the Karno Comedies, a slap-stick show all in pantomime.

In a show once billed as "Mumming Birds" but later changed to "A Night in an English Music Hall," the understudy came to America to play at \$50 a week. A short time later, in 1914. he was off to California, and with Kitchen's balloon trousers and shoes, the derby and stand-up cellu-loid collar of "Casey's Court," and the penguin waddle of the old man in front of the East End public house he performed in front of the movie cameras.

Now he is back in London, sitting between Lady Astor and Bernard Shaw at first nights, visiting Prime Minister Ramsay MacDorald at Chequers. According to the cables he may return with the red ribbon of France's Legion of Honor in his lapel and entered on the passenger list as Sir Charles Chaplin.

S. T. WILLIAMSON.



Edgar Wallace Getting Color for a Crime Story by a Brief and Voluntary Stay in a Chicago Jail Cell.

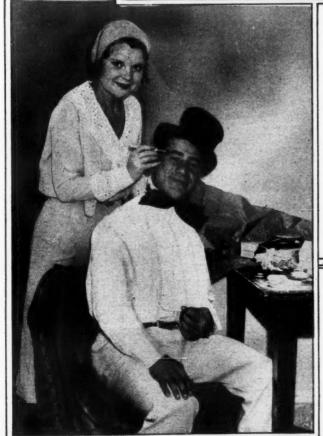


A LINDBERGH WELCOME TO CHARLIE CHAPLIN: THE FAMOUS COMEDIAN Responding to the Cheers of the Street Crowds on Leaving Paddington Station for His First Visit in Ten Years to the City Which Was
His Home During
a Pinched Boyhood.
The Ovation Given
Him Recalled the
Enthusiastic
Outbursts of
Armistice Time Armistice Time. (Times Wide World Photos.)



IN A
GUISE
UNFAMILIAR TO
MOVIE
FANS:
CHARLIE
CHAPLIN CHAPLIN
in Happy
Mood on His
Visit to
London, Where
He Was Surrounded by
Admiring Crowds
Whenever He
Appeared on the
Streets.
(Times Wide World
Photos. London Bureau.)



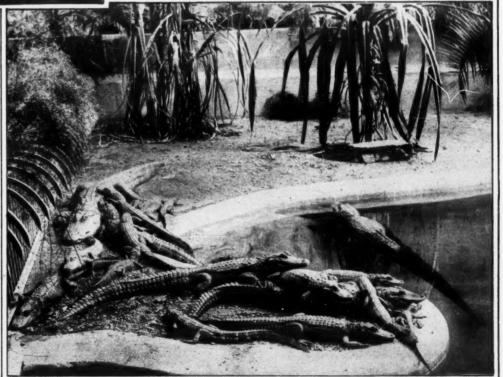


IT'S NO LONGER MERELY THE "MANLY" ART OF SELF-DEFENSE: THE BOXING SQUAD of the Gymnasium Class Made Up of the Wives and Sweethearts of Members of the Elks of Members of the Elks
Club of Philadelphia
Ready for Their SemiWeekly Work-Out in
the Club Building, With
Estelle Berger and
Lillian Golberg as the
Principals in the First
Bout.
(Times Wide World
Photos, Philadelphia
Bureau.)

A FIGHTER DONS THE GREASE PAINT: BENNY BASS

of Philadelphia, Junior Lightweight Champion, Making Up With the Assistance of His Wife to Take Part in an Amateur Produc-tion of the Young Men's Club in Miami,

Fla. (Times Wide World Photos.)



THE SILURIANS ENJOY ALL THE LUXURIES OF THE TROPICS: CROCODILES Reveling in Their First Sun Bath in Years as the New \$150,000 Reptile House at the National Zoo in Washington Is Put Into Service.
(Times Wide World Photos, Washington Bureau.)



WHERE A MODERN SIR WALTER RALEIGH NEEDED

MORE THAN A CLOAK: RESCUER Carrying a Woman From One of the Tide-Inundated Cottages at Hampton Beach, N. H., During the Atlantic Storms. (Times Wide World Photos, Boston Bureau.)

ATLANTIC LAUNCHES A WILD ATTACK ON THE SHORE: HOUSES ON THE NEW ENGLAND COAST Being Overturned and Torn to Bits by the Heavy Seas Which Followed in the Wake of a Terrific Northeastern Gale, Causing Widespread Damage. (Times Wide World Photos, Boston Bureau.)





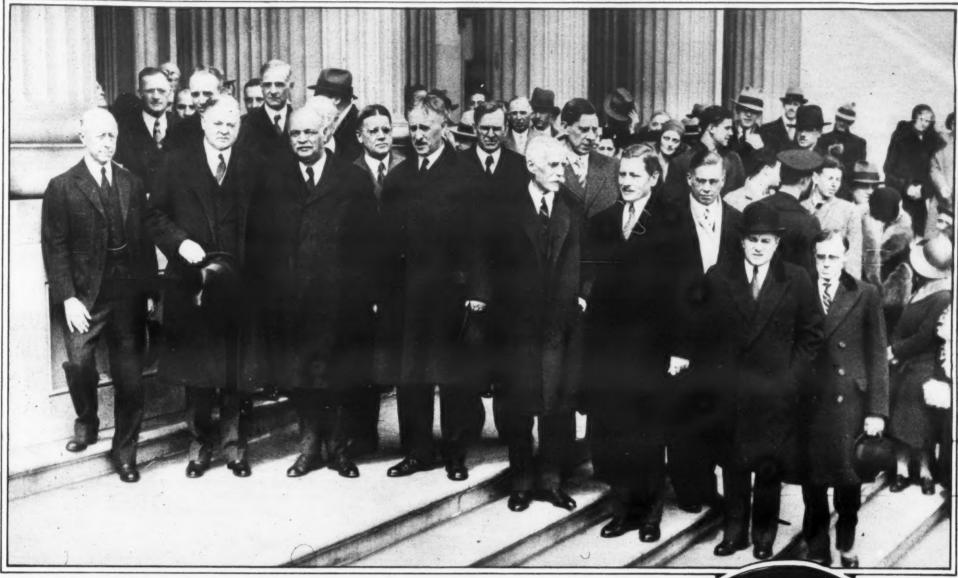
WHERE ELEVEN DIED IN A THEATRE FIRE: RUINS OF THE TEATRO
PRINCIPAL IN MEXICO CITY,
Which Was Burned Out as the Result of an Electrical Short Circuit. Most of the
Audience Escaped Uninjured But Employes of the Theatre Were Trapped Behind
a Blazing Curtain. (Times Wide World Photos.)

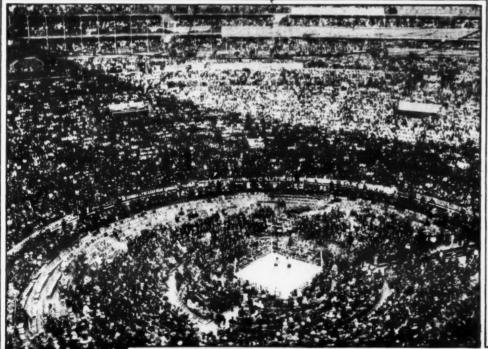
(Times Wide World Photos.)

THE BOSTON WATERFRONT YIELDS TO AN INVASION BY THE ATLANTIC: STREET SCENE With the Basements and Lower Floors Inundated by a High Tide Caused by Northeastern Gales. (Times Wide World Photos, Boston Bureau.)

THE "GEORGIA
PEACH"
WINS HIS FIRST
GOLF
TOURNAMENT:
TY COBB,
Once Among the
Very Brightest
Luminaries of
the Baseball World,
Holding the Bon Air
Vanderbilt Cup
Which Attests His
Triumph in the Triumph in the Annual Event on the Augusta Country
Club Links.
(Times Wide World Photos.)







THE NATION'S HIGHEST OFFICIALS GATHER FOR THE CLOSE OF THE SEV-ENTY-FIRST CONGRESS: PRESIDENT HOOVER

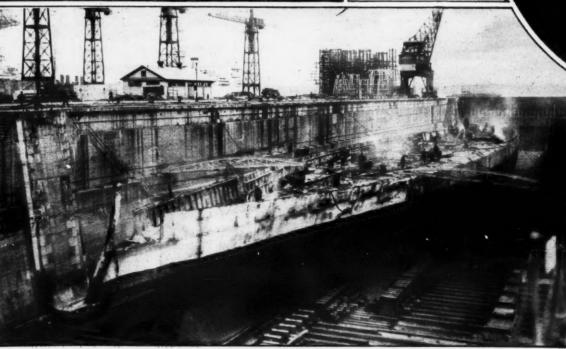
on the Steps of the Capitol With Vice President Charles Curtis, Charles Francis Adams, Secretary of the Navy; Henry L. Stimson, Secretary of State; Andrew W. Mellon, Secretary of the Treasury; Patrick J. Hurley, Secretary of War, and Other Dignitaries as the Session Adjourned at Noon on March 4.

(Times Wide World Photos, Washington Bureau.)



MEXICO CITY BECOMES ENTHUSIASTIC OVER PRIZE FIGHTING: A VIEW OF THE BULL RING

Crowded With the 30,000 Spectators of the Bout in Which Tommy Freeman, Welterweight Champion, Won a Decision Over 18-Year-Old Alfredo Gaona, Idol of the Mexican Fans. (Times Wide World Photos.)



THE GRAF ZEPPELIN'S SKIPPER RETURNS TO

AMERICA: DR. HUGO ECKENER AMERICA: DR. HUGO ECALINER
Arriving in New York With His Daughter, Charlotte, for Conferences With
Officials of the Goodyear-Zeppelin Company in Akron, Ohio. He Is Planning a
Dirigible Trip to the Arctic for Scientific
Research. (Times Wide World Photos.)

SCRAPPED IN THE INTERESTS OF WORLD PEACE: THE U. S. S. HUNTINGDON

Being Dismantled in a Drydock at the Philadelphia Navy Yard in Ac-cordance With the Provisions of the London Naval Treaty. (Times Wide World Photos, Philadelphia Bureau.)



BOBBY JONES RECEIVES
THE PREMIER AMATEUR SPORTS AWARD: THE ATLANTA GOLFER
Holding the Sullivan Memorial Medal, Which Was Presented to Him at a Dinner in Chicago by Avery Brundage, President of the A. A. U., for His Outstanding Contributions to the Cause of Sportsmanship. (Times Wide World Photos, Chicago Bureau.)



THE WIND-UP OF FLORIDA'S WINTER AMATEUR GOLF SEASON: PHILIP PERKINS,
Formerly a British Star and Now a Member of the Fox Hills Club, New York, Making His Final Putt in Winning the Dixie Tournament at Miami.

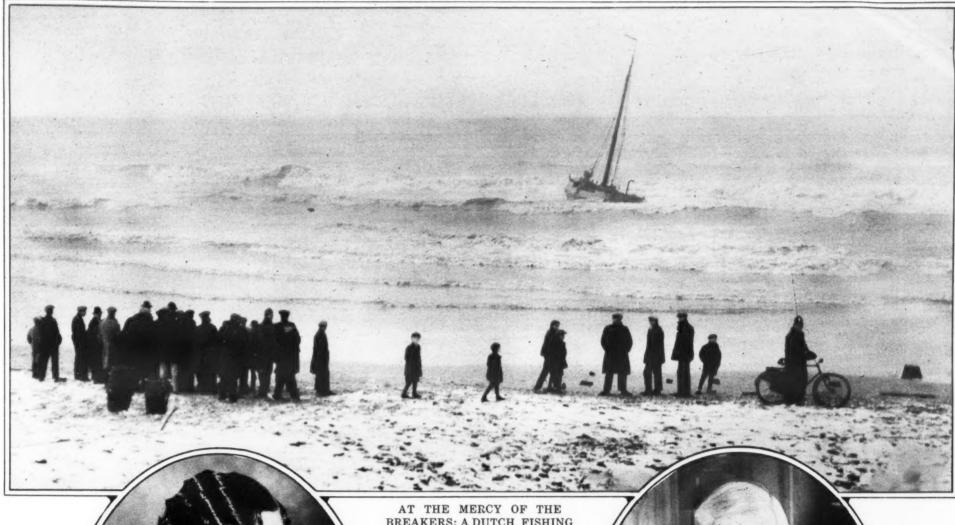
(Times Wide World Photos.)

A BOAT POLO PLAYER IS "UN-HORSED": FAST ACTION

in a Match Between High School Girls on the Olympic Rowing Course at Long Beach, Cal. The Large Rubber Ball May Be Struck With an Oar or Carried in a Boat in the Battle to Propel It Across the En-

emy Goal Line. (Times Wide World Photos.)





THE PRIZE-

WINNING COIFFURE FOR 1931: MISS MARY DEMETER Displaying the "Mod-

ified Swirl," Which Won First Honors in the Hairdressing Competition of the American Society of Beauty Culturists in New York.



THE SON OF A FAMOUS EVANGELIST ENTERS THE BEAUTY BUSINESS: BILLY SUNDAY JR. in the Laboratory of His New Cosmetics Plant at Hollywood, Cal., Where Formerly He Was a Real Estate Promoter. (Times Wide World Photos, Los Angeles Bureau.)

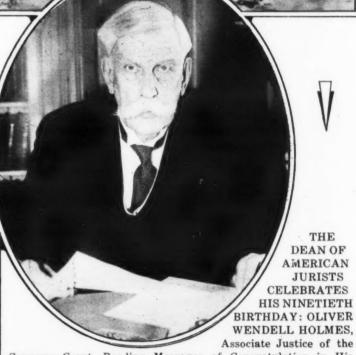
BREAKERS: A DUTCH FISHING BOAT

Stranded in a Storm on the Coast Near The Hague, With the Crowd on the Shore Discussing Methods of Rescue. The Shipwrecked Crew Was Brought Ashore Safely in a Life Boat.

(Times Wide World Photos.)



THE "PERFECT 36" OF MASCU-LINE BEAUTY: JOHN TEMPRA, Who Was Chosen to Exemplify What the Well Dressed Man Should Wear, by Stylists at a Fashion Show in New York. His Gray One-Button Business Suit Features Square Shoulders Instead of the Broad Shoulder Effect Now in Vogue. (Associated Press.)



THE DEAN OF AMERICAN JURISTS **CELEBRATES** HIS NINETIETH BIRTHDAY: OLIVER WENDELL HOLMES,

Supreme Court, Reading Messages of Congratulation in His Washington Home.

(Times Wide World Photos, Washington Eureau.)

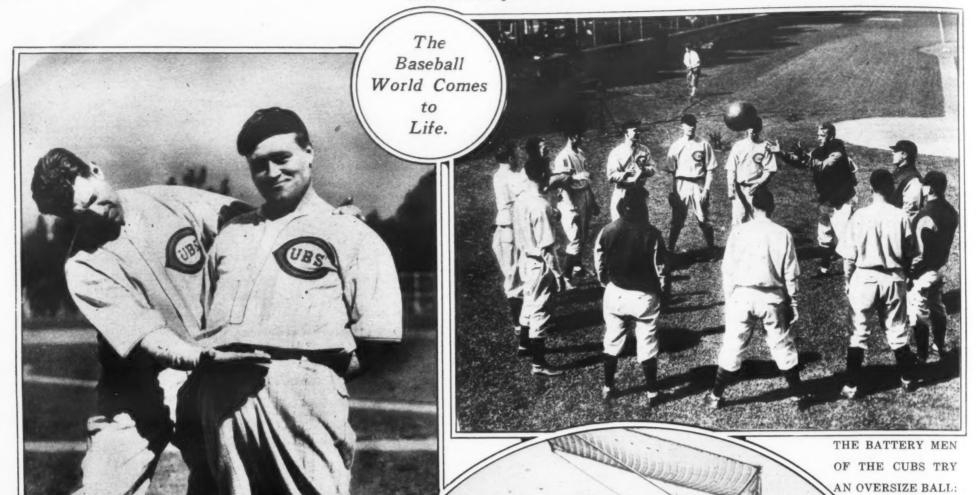


A HEN THAT MAKES EVEN THE INDUSTRIOUS ANT SEEM LAZY: NO DRONE 5-H,

Which Laid 357 Eggs in 365 Days and Won First Honors in a Competition at Agassiz, British Columbia, With Her Owners, William Whiting, a Disabled War Veteran, and His Wife. (Fotofeatures.)

A GROUP OF CHICAGO PLAYERS, Working Out at Catalina Island, Off the California Coast.

(Times Wide World Photos.)



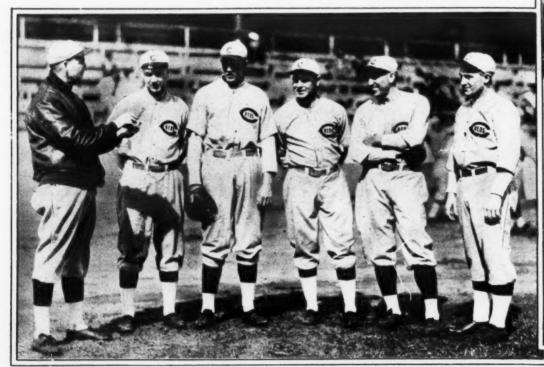
THE 1930 HOME-RUN KING STARTS REDUCING: HACK WILSON,

Who Acquired Too Much Poundage During the Winter, Is Measured Where He Most Needs Trimming Off, With Charlie Grimm as the Official Weighmaster, at the Chicago Cubs' Training Grounds at Catalina Island, Cal.

(Times Wide World Photos, Los Angeles Bureau.)

THE NEW BOSS WATCHES THE YANKEES IN ACTION: JOE McCARTHY, Who Worked Miracles With the Once-Lowly Chicago Cubs, Watches Gibson Trying Out His Batting Eye, With Karlon Doing the Catching at the New York Training Camp at St. Petersburg, Fla.

(Times Wide World Photos.)



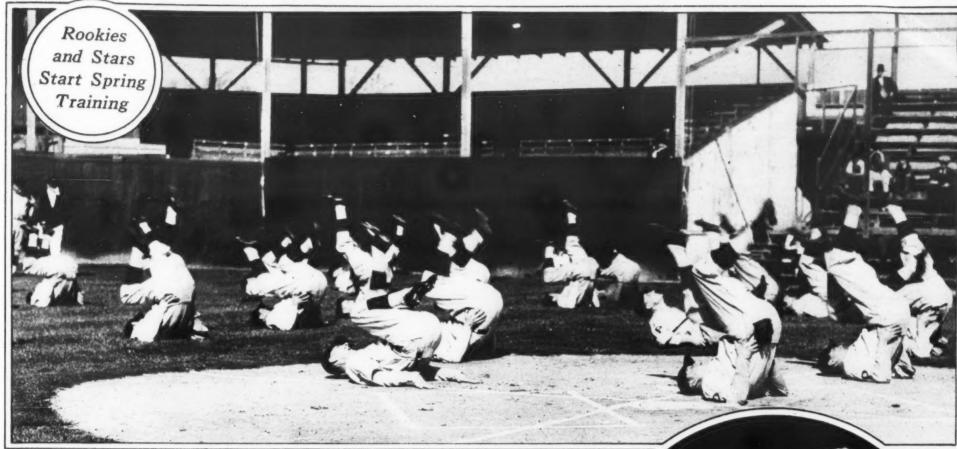
POSSIBLE ADDITIONS TO THE REDS' PITCHING STAFF: COACH DOOLAN Instructing Strelicki, Wyrong, Carroll, Ogden and Eckert at the Cincinnati Spring Training Field at Tampa, Fla.

(Times Wide World Photos.)



OPENING UP FOR THE BASEBALL SEASON: ROGERS HORNSBY, Chicago Cub Manager, Stepping Through a Sphere of the Sort That Babe Ruth Couldn't Hit Over the Fence, as His Team Assembles at Avalon, Catalina Island.

(Times Wide World Photos, Los Angeles Bureau.)



ONE METHOD OF TAKING OUT THE KINKS: THE MEMBERS OF THE PITTS-BURGH PIRATES SQUAD Get Some Training in "Standing 'Em on Their Heads" at Paso Robles, Cal., Under the Stern Command of Manager Jewel Ens. (Associated





CLEVELAND'S
STAR HURLER
STAR HURLER
(Right), Shaking Hands With Roger Peckinpaugh, the Indian
Manager, Just After Signing His Contract as the Team Began
Its Conditioning Grind at New Orleans.
(Times Wide World Photos.)

Press.)

OPENING UP THE FIRST BOX OF THE NEW BALLS: THREE OF THE NEW YORK GIANTS, CHARLES BENDER, DAVE BANCROFT AND TOM CLARK,

Discuss the Qualities of the "Deadened" Pellet With Homer Hammond (Right),

President of the San Antonio Club, and Tom E. Conner (Left), Its Secretary,

at the McGraw Camp in Texas.

(Times Wide World Photos.)



THEY SEEM TO LIKE A BIG-LEAGUE TRAINING CAMP: A BUNCH OF ROOKIES. Limbering Up at Fort Myers, Fla., Where Connie Mack's Squad Is Rounding Into Shape. (Times Wide World Photos.)



LOOKING OVER THE CAUSE OF ALL THE SHOOTING:
EDDIE COLLINS,
Captain of the World-Champion Athletics, Inspecting the New
Baseball With Raised Seams With a Group of His Teammates
at Fort Myers, Fla.
(Times Wide World Photos, Philadelphia Bureau.)



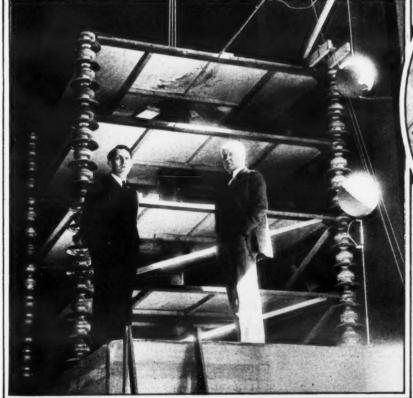
PLANNING MAN-MADE EARTHQUAKES: DR. L. DON LEET of Harvard University With Portable Seismographs Which He Will Use Next Summer in Connection With a Series of Dynamite Explosions to Measure the Velocities of Tremors Through Granite in an Effort to Determine the Composition of the Base of the Continents.

(Times Wide World Photos, Boston Bureau.)

(© Harris & Ewing.)

THE "MOVING TALKIE" OF A HUMAN VOICE: RECORD OF A SPOKEN WORD, "EUREKA," Traced in Wriggling Lines of Light by a Westinghouse Cathode Ray Oscilloscope Device in a Demonstration Before the Greek Class of the University of Pittsburgh. It Is Expected to Cut the Time Necessary for Learning Languages by Enabling the Pupil to See His Mistakes. (Times Wide World Photos.)





BALANCED ON THE BRINK OF DEATH: PULLMAN CAR of the Pan-American Limited, Bound From New Orleans to Cincinnati, Half On and Half Off the Drawbridge Over the Mobile River After Four Trainmen Had Lost Their Lives When the Engine and One Car Plunged Through the Open

Span Into Deep Water. (Times Wide World Photos.)

DESIGNED
TO ELIMINATE
RADIO INTERFERENCE: DR.
SYDNEY N. BARUCH
of New York With the New
Transmitter Which He Believes
Will Permit Two Stations to
Operate Successfully With Much
Less Separation Than Now Is
Necessary, as It Creates No
Sidebands in the Ether.
(Times Wide World Photos.)

THE SECOND MIL-LION-VOLT X-RAY
TUBE: THE NEW
INSTALLATION
Which Doubles the
Facilities of the California Institute of
Technology for HighVoltage Research Designed to Find an Effective Treatment for
Cancer and Skin Ailments Is Inspected by
Dr. C. C. Lauritsen
and Dr. Robert A.

and Dr. Robert A.
Millikan.
(Times Wide World
Photos, Los Angeles
Bureau.)

At Right-MODERNISTIC

MODERNISTIC
METHODS IN
INFANT CARE: A
NURSE
At the Babies' Hospital in Philadelphia
Adjusting the Temperature for a Little
Patient in a New
Type of Incubator.
(Times Wide World
Photos, Philadelphia
Bureau.)





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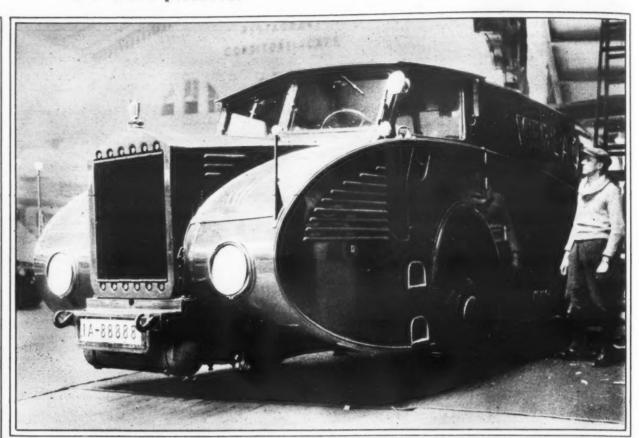
of A COACH
of Novel Design Now in Use on the Street-Railway System
of Frankfort-on-Main, Germany. The Seats Are of Steel
and Beside Them on the Wall Are Small Tables as
Baggage Carriers.

(Times Wide World Photos, Berlin Bureau.)

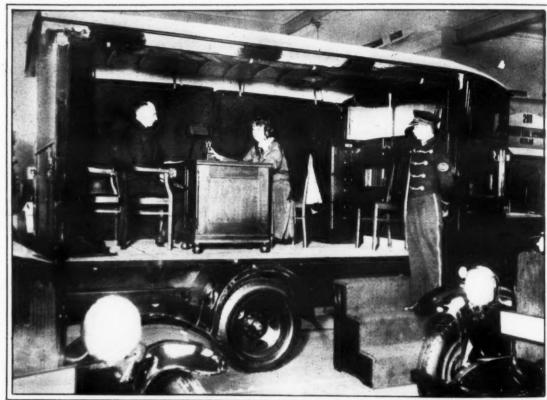


THE PIGEON GOES ALONG ON MOTORCYCLE JAUNTS: JOEY,
the Pet of J. H. Berry of Exwick, England, Flying Over Its Owner's Head on a Trip Through Country Lanes of Devon. When the Bird Desires a Rest It Perches on the Front of the Machine.

(Times Wide World Photos, London Bureau.)

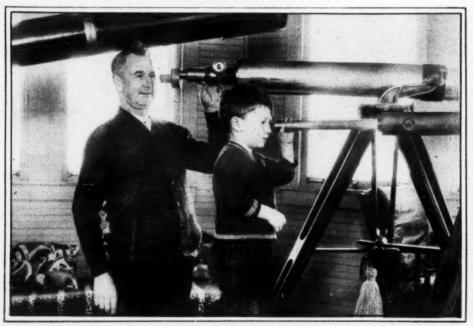


A NEW JUGGER-NAUT OF THE HIGH-WAYS: "TANK-AUTO," of Revolutionary Design, as Exhibited in Berlin's International Automobile Show, at Which More Than 400 Concerns Were Represented. (Times Wide World Berlin Bureau.)



THE "OFFICE ON WHEELS" MAKES ITS DEBUT IN GERMANY: A CAR
Fully Equipped for the Use of Traveling Business Executives as Shown in the Chevrolet
Exhibit at the Automobile Exposition in Berlin.

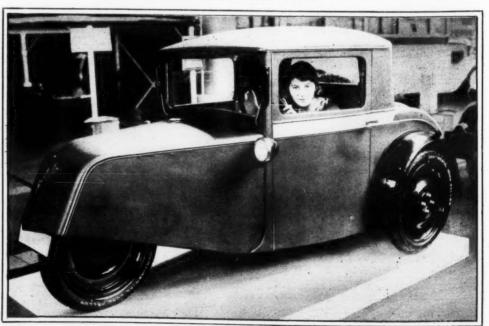
(Times Wide World Photos, Berlin Bureau.)



HE CAN IDENTIFY A SHIP THIRTY-TWO MILES DISTANT: JULIUS LARSEN,

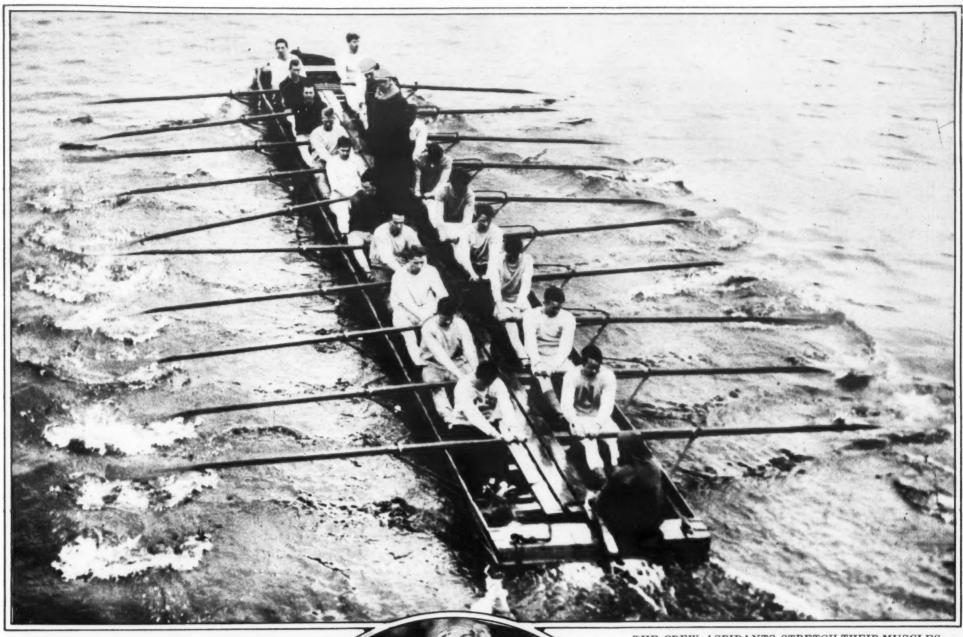
Observer of the Golden Gate Lookout Station Atop Point Lobos, Gets the Volunteer Aid of His Three-Year-Old Son in Logging the Vessels Passing in and Out of San Francisco Harbor.

(Times Wide World Photos, San Francisco Bureau.)



THE VEST POCKET CARS CONTINUE TO SHRINK: THE GOLIATH THREE-WHEELER,
Which Sells for About \$355, as Exhibited at the Berlin Automobile Show. It Is so Small That Germany Exempts It From Motor Vehicle Taxes and Does Not Require a Driver's License for Its Operation.

(Times Wide World Photos, Berlin Bureau.)



THE CREW ASPIRANTS STRETCH THEIR MUSCLES: THE FRESHMAN BARGE of Harvard Taking to the Water of the Charles River for the First Hard Workout of the Season Under the Direction of Coach Bill Haines. (Times Wide World Photos, Boston Bureau.)



A GENTLEMAN OF THE WILDS SITS FOR A CHARACTER STUDY:
JOHN,
the Puma in the Woodland Park Zoo, Seattle, Gives the Photographer a
Chance for a Close-Up Which Emphasizes the Formidable Nature of His
Forepaws.
(Times Wide World Photos.)

THE INDOOR SKATING CHAMPIONS: FRANK STACK

of Chicago and Elsie Mueller of New York, Who Won First Honors in the Chicago Stadium Meet Sponsored by the Nor-wegian Athletic Association. (Times Wide World Photos, Chicago Bureau.)



MID-WINTER HIGH IN THE HEART OF THE ROCKIES



WHEN THE CHINOOK WINDS SWEEP THE HIGH RIDGES: AN INSPIRING PANORAMA in the Rocky Mountains Where the Blowing Snow Gives the Appearance of a Region Like That of "The Valley of Ten Thousand Smokes," Scenic Wonder of the Alaskan Wilds.



A PLACE OF SHELTER IN TIME OF STORM: A FLOCK OF WYOMING RANGE SHEEP, Drifting Before the Fury of a Blizzard, Find a Measure of Protection in a Grove of Cottonwood Trees.

MAKING
THINGS HOMELIKE FOR
REPTILIAN
GUESTS:
R. BRUCE
HORSFALL,
Landscape
Artist,
Painting
Jungle
Backgrounds
On the GlassWalled Cages
of the New



"SAILS FILL'D WITH A LUSTY WIND, EVEN TILL HIS SAIL YARDS TREMBLE": THE FINISH OF THE FIVE-MILE AUSTRALIAN SAILING BOAT CHAMPIONSHIP for Eighteen-Footers, With the Southern Cross Barely Nosing Out Two Fast-Coming Rivals. This Annual Sydney Harbor Classic Drew 67 Entries.

(Underwood & Underwood.)



THE PREMIER SPORTS EVENT OF THE "DOWN UNDER" REGIONS: WOOD CHOPPERS

Competing for the Championship of Australia at One of the Most Exciting Contests of the Sydney State Fair. The Entrants Came From All Parts of the Continent and the Near-by Islands.

(Underwood & Underwood.)



HIS GOOD
DEED FOR THE
DAY: BOY
SCOUT,
Near Lewiston,
Pa., Putting Out
Ears of Corn for
Birds and Small
Wild Animals
Which Have
Been Suffering
From Lack of
Food Through
the Snowy

Season. (Times Wide World Photos.)





PLEATS IN THE FRONT SKIRT of This Beige Coat of Crêpe Woolen, and the Deep Armholes Hint at a Possible New Coat Silhouette for Next Fall. Wm. Davidow & Sons. (New York Times Studios.)

By GRACE WILEY.

COATS for Spring place less dependence on fur collars for their charm than for some line on occasion.

THE SPRING COAT PRE-**FERS** ITS FUR COLLAR TO BE DE-TACH-ABLE



and the Fur
Collars, When
Present, Strive
to Be Removable. A Very
Successful
Model Is This
in Black Spongy
Woolen With
Scarf of Black
Caracul Cut in
a Point at Back.
(New York Times (New York Times Studios.)



VIONNET'S POPULAR WRAPPED SURPLICE LINE
Is Here Emphasized by the Surplice Scarf Collar of White Caracul. The White Patent Leather Belt Is Effective Also Against the Tomato Red of the Coat. Coat From Delmonte-Hickey and Bandeau Hat of Toyo From Tarrington and Evans.

(New York Times Studios.)



THE GAUNTLET CUFFS AND SMALL COLLAR on This Black Andrela Cloth Coat Are of Stitched Self-Fabric.
The Same Tendency to Stitched Detail Is Apparent on the Bag
of Black Chine. Bonwit Teller.

(Pagano Studios.)

seasons. Very often the collar is of self-fabric, or the fur collar of scarf type is detachable, so that the coat may boast the new collarless neck-

The skirt flare is less pronounced, too, than it has been and this is true whether the coat is belted or fitted in line. Belts more often than not are of leather, preferably accenting the note of contrast so popular at the moment.

NEW INTEREST IS GIVEN A FAMILIAR COAT TYPE by the Clever Use of the Fabric Border on Sleeve

Tops and Vestline Insert. Shown at the National Retail Drygoods Association. (Joel Feder.)



NEW ACCESSORIES FOR SPRING
Include Longer Flared Gloves in Suède and Pigskin, a Stitched Silk Bag, and Patou's New Three-Strand Necklace and Hatpins. Bonwit Teller.

(Pagano Studios.)

THE TWO-PIECE FROCK, Once More in High Favor, Is at Its Best When Combining Plaid With a Plain Wool Crêpe. Designed by Omar Kiam.

(New York Times Studios.)

PASTELS IN TWO TONES OF THE SAME COLOR

Are Smartly Combined in New Frocks. This Mirande Model Uses Light and Dark Pastel Tones of Pervenche Blue Flat Crêpe. Imported by Ellerbe Wood.

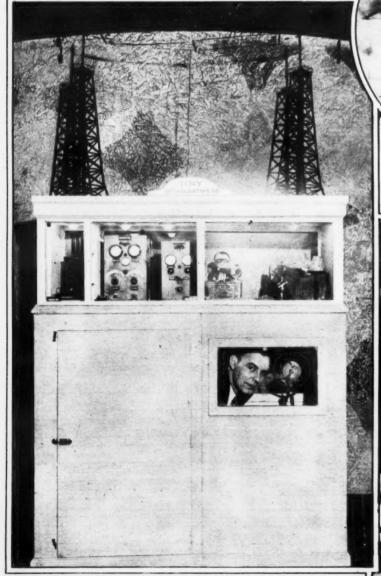
(New York Times Studios.)



A FAMOUS ORATOR SUCCUMBS TO THE MOTOR AGE: THE STATUE OF EDWARD EVERETT,

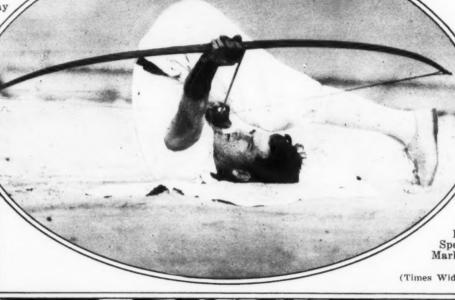
Who Delivered the Featured Address at Gettysburg on That Day Lincoln Spoke for Five Minutes, Prone in the Dirt at Dorchester, Mass., After Being Knocked From Its Pedestal by a Hit-and-Run Driver, the Second Time in a Decade It Has Figured in an Automobile Accident.

(Fotofeatures.)



RATED AS THE WORLD'S SMALLEST BROADCASTING

STATION: JOHN R. BOYLE,
Looking Out of the Miniature Studio of W E E in Philadelphia,
Which Has a Sending Radius of Only 200 Feet and a Power
Output of 4/100 of a Watt. Mr. Boyle Used His Spare Time
for Ten Months in Building the Outfit.
(Times Wide World Photos, Philadelphia Fureau.)



A STUNT FOR A WILLIAM TELL: HOW-ARD HILL, One of the Country's Most Famous
Archers, Demonstrating at Miami
Beach That He Can
Speed the Arrow to Its
Mark From Almost Any
Position.
(Times Wide World Photos.)



THE YOUNGER GENERATION SEES HOW THE GOVERNMENT IS RUN: REPRESENTATIVE RUTH BRYAN OWEN

With Vice President Charles Curtis on the Steps of the Capitol for the Presentation of Medals to the Group of Florida High School Pupils Who Were Her Guests on a Ten-Day Visit to Washington.

(Times Wide World Photos, Washington Bureau.)



CONTINENT IN NINE DAYS: WILLIAM (SPEED)
KANE AND FRISCO,

a Maltese Kitten, Arriving in San Francisco After a Fast Trip From New York. The Kitten Was Carried in a Large Pocket When the Pair Were Non-Paying Passengers on Trains.

(Times Wide World Photos, San Francisco Bureau.)



THE CLASS OF 1931 PASSING THE FINAL QUIZ: CANINE SENIORS

in the School for Non-Pedigreed Dogs Conducted by Rennie Renfro in Los Angeles Do Their Tricks at the Blackboard Before Getting Their Diplomas. (Times Wide World Photos, Los Angeles Bureau.)



OLD DOG THAT LEARNED NEW TRICKS:

BUSTER, 6-Year-Old Mon-grel, Leaps From a Height of Fourteen Feet Into the
Arms of Rennie
Renfro, Los Angeles Dog Trainer, as the Canine Class of
1931 Completes
The School Its School

Course. (Times Wide World Photos, Los Angeles Bureau.)



A 13-YEAR-OLD PULPIT RECRUIT FROM THE MOVIES: RICHARD HEADRICK, Formerly a Child Actor in the Films, Who Has Been Conducting Evangelistic Meetings at the Hartzell Community Methodist Church, Pasadena, Cal.

(Times Wide World Photos, Los Angeles Bureau.)



HE PLANS TO FLY AROUND THE WORLD IN TEN DAYS:
WILEY POST,
Winner of the 1930 Non-Stop Flight From Los Angeles to Chicago,
Who Is Arranging to Start in May a Globe-Girdling Trip in His
Lockheed-Vega Monoplane Via Harbor Grace, Berlin, Moscow, Alaska
and Seattle, With Harold Gatty as Navigator.
(Times Wide World Photos, Los Angeles Bureau.)



YOU ARE MISSING SOMETHING

... until you've tried PEBECO, the "iced" dentifrice. There is a tang to it that suggests iced mint, a bite to it that says, "I'm working." No sweet, sickly taste here ... Pebeco is a working dentifrice that cleans, whitens and leaves a new kind of mouth comfort—a cool, refreshed feeling that you have never before enjoyed. It costs very little to find enjoyed. It costs very little to find out that you've been missing some-thing. Switch to Pebeco today.—



TEDDY

WEST, Appearing in the Musical Comedy, "Fine and Dandy," at the Erlanger Theatre. (De Mirjian.)

FAY BAINTER AND WALTER HAMPDEN,

ADELAIDE KAY, in "The New Yorkers," at the Broadway Theatre.

the New Amsterdam Theatre.

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Opens Monday at 2 P. M. Daily thereafter 10 A. M. to 10:30 P. M. Admission \$1.00. Children, Under 14, Accompanied by Parents, 50c

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THE GANG'S ALL HERE

WITH ZELMA O'NEAL, SHAW AND LEE, TOM HOWARD

Ruth TESTER—Jack BARKER—Hal LeROY John Gallaudet Jack McCauley Gomez & Winona Eddie Moran IMPERIAL THEATRE, W. 45th St. Eves. 8:30. Mats. Wed. and Sat., 2:30

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GUILD THEATRE 52nd STREET, WEST OF B'WAY. EVGS. 8:50
MATINEES THURSDAY & SATURDAY, 2:40

MARY BOLAND in her Newest and Gayest Cornedy Hit

KATHARINE CORNELL

The Barretts of Wimpole Street by Rudolf Besier

Presented by Katharine Cornell, Staged by Guthrie McClintic

At the EMPIRE THEATRE

Eves. 8:30 Sharp

"NOTHING CAN COMPARE TO IT-World"
EDNA FERBER'S COLOSSAL

CIMARRON

with RICHARD DIX RKO RADIO

GLOBE Broadway

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JOE COOK IN HIS "FINE AND DA

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"HELEN GAHAGAN IS THE NEW SENSATION."—Darnton, Eve. World.
DAVID BELASCO presents

EN GAHAO ONIGHT OR NEVER"

THEATRE, WEST 44th STREET Matinees Thurs. & Sat., 2:40

The most ex citing of news-paper dramas since 'Th Front Page'.' 'The Burns Mantle, Daily News.

ARTHUR BYRON IN

Staged by Worthington Miner CORT THEATRE, 48th St., E. of Broadway Eves. 8:50. Matinees Wed. & Sat., 2:30

with ZITA JOHANN and HERBERT MARSHALL HENRY MILLER Theatre Leves, 8:40, Mats. Thurs. & Sat., 2:30

ONCE IN A LIFETIME

A SMASH HIT BUT NO PRICE INCREASE-NIGHTS \$1 TO \$3.85-MUSIC BOX THEATRE, West 45th Street. EVGS, 8:40. MATS. THURS. and SAT., 2:30



in "CITY LIGHTS"

Cont. daily from 10 A.M. 50c &\$1 Geo. M. Cohan Theatre Broadway, Bet. 42d and 43d.

IN THE NEW PLAYS ON BROADWAY



GERMAINE GIRAUD, In the Theatre Guild's Production, "Miracle At Verdun," Opening at the Martin Beck
Theatre Next Week.
(Mitchell.)



JOHN CHARLES GILBERT, As Franz Schubert in the Revival of the Operetta, "Blossom Time," at the Ambassador Theatre.



JOLSON, Star of the Continental Musical Revue, "The Wonder Bar," Opening Next Week at the Bayes Theatre. (White.)



MARY PHILLIPS,

(Mitchell.)

LOUIS CALHERN with Peter Donald Jr. and Lawrence Vivian in a Scene from A. A. Milne's "Give Me Yesterday," at the Charles Hopkins Theatre.

(Vandamm.)



BETH AND BETTY DODGE, Parisian Dancers, Who Are Starting from the Palace Theatre on a Transcontinental Tour Over the R. K. O. Circuit. (Mitchell.)



MARIAN MARSH AS TRILBY
in "Svengali," Warners' Production of the Du
Maurier Novel in Which John Barrymore Plays
the Title Rôle.



DOROTHY JORDAN,
Featured in "Shipmates," a Metro-Goldwyn-Mayer Picture.





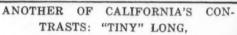
JACK HOLT

Demonstrates the Lethal Equipment of the Modern Racketeer in a Scene From Columbia's Current Film, "The Last Parade."

DOROTHY CHRISTIE AND
BUSTER KEATON
in "Parlor, Bedroom and Bath."





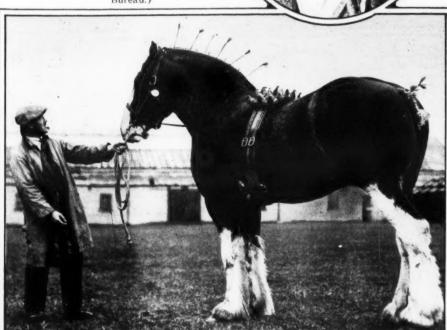


Who Is 16 Years Old and Tips the Scales at 385 Pounds, Poses With Margaret Robinson, Who Is 8 and Weighs Only Sixteen Pounds, at the Third Annual Doll Parade at Long Beach. (Times Wide World Photos, Los Angeles Bureau.)

THE FIRST SOLDIERS' BONUS LOAN CHECK IS SIGNED: J. B. SCHOMMER, Disbursing Clerk at the Veterans' Bureau in Washington, Completing

utes After the Passage of the Bill Over President Hoover's Veto. (Times Wide World Photos, Washington Bureau.)

the First Payment Only a Few Min-



THE BEST OF IRELAND'S CLYDESDALES: CUMBERLAND HIAWATHA, Owned by J. K. McElderry of Ballymoney, Which Was Adjudged the Champion of Its Breed at the Royal Ulster Agricultural Society Show at the Balmoral Show Grounds.

(Times Wide World Photos, London Bureau.)



A WOMAN AIRPLANE BUILDER: MRS. EDITH M. CUPPAGE, Who Owns the Triton Aircraft Company, Sausilite, Cal., at Work on the New Type of Amphibian Biplane Developed in Her Plant, Which Has Been in Operation for Several Months. (Times Wide World Photos. San Francisco Bureau.)



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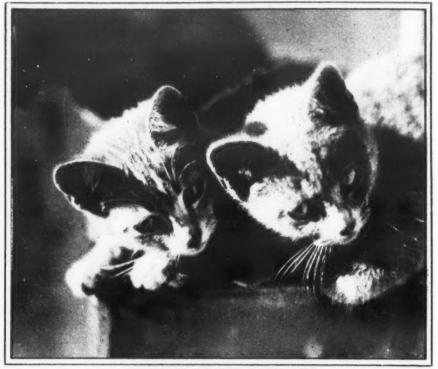
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"THE PACIFIC WHIPS ITSELF INTO A FRENZY."
Photograph From B. W. Leroy of Portland, Ore. (First Prize, \$10.)



"SENTRIES OF THE RATHOLE."
From George A. Paras of Alameda, Cal. (Cash Award, \$3.)

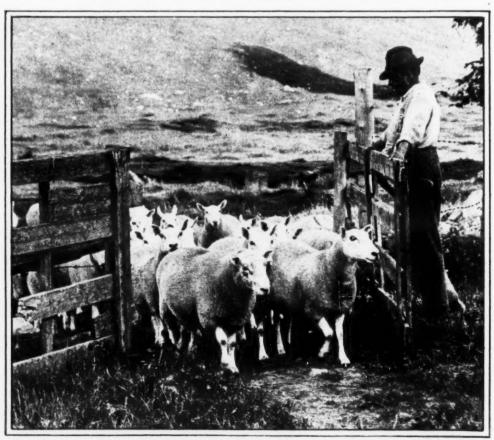


"FATHERLY ADVICE ON MATTERS OF DEPORTMENT."
From Mrs. Joseph Watson of Yalesville, Conn. (Cash Award, \$3.)



"SEAFARING MEN IN MINIATURE."

Submitted by Mrs. J. Alfred Eigler of Stuart, Fla. (Cash Award, \$3.)



"HOMEWARD BOUND AT EVENING."
From E. H. Wendell of East Orange, N. J. (Cash Award, \$3.)

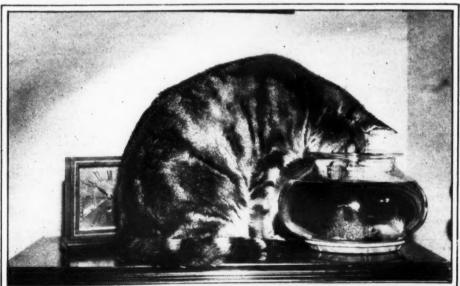




"A
NEWCOMER
IN THE
RANKS OF
PHOTOGRAPHY."
From
E. M. Bell
of Salem,
Ore.
(Cash Award,
\$3.)

"A TINY
CHICKEN
FANCIER
OF
MANILA."
Offered by
Miss Pacita
Conde
of
Sampaloe,
Manila,
P. I.
(Cash
Award,

\$3.)



"FISHING IN THE PARLOR."
Sent by Henry C. Culver of Brattleboro, Vt.
(Cash Award, \$3.)

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THEY SAY

GOVERNMENT COMPETITION

By PRESIDENT HOOVER In a Message to the Senate Vetoing Muscle Shoals Resolution for Government Operation.

AM firmly opposed to the government entering into any business the major purpose of which is competition with our citizens. There are national emergencies which require that the government should temporarily enter the field of business, but they must be emergency actions and in matters where the cost of the project is secondary to much higher considerations.

There are many localities where the Federal Government is justified in the construction of great dams and reservoirs, where navigation, flood control, reclamation or stream regulation are of dominant importance and where they are beyond the capacity or purpose of private or local government capital to construct. In these cases power is often a byproduct and should be disposed of by contract or lease.

But for the Federal Government deliberately to go out to build up and expand such an occasion to the major purpose of a power and manufacturing business is to break down the initiative and enterprise of the American people; it is destruction of equality of opportunity among our people; it is the negation of the ideals upon which our civilization has been based.

章 章 章 CITIES' PERSONALITIES.

By DR. DANIEL L. MARSH, President of Boston University, in a Sym-posium Directed by the American Institute of Architects.

THINK of New York as a big, bloated, rather uncouth man, self-centred and wrapped in the cloak of self-interest. I think of him as pushing another aside at the ticket windows to see that he himself is served first; tramping on the feet of others without offering apology. * *

Boston-A man tall and straight and lean, dignified in bearing, with iron gray hair, neatly but not gaudily dressed, quiet spoken.

Chicago-Thick set, stockily built. breezy, loud, somewhat braggart, but affable, enthusiastic and ready to help a fellow carry his burdens.

2fc 2fc THE BONUS AS INCENTIVE.

By CHARLES M. SCHWAB. Chairman Bethlehem Steel, in a Notification to Stockholders That the Question of Bonuses to Officers Will Be Submitted to Them.

T is a rare thing now for the real owners of a large business to manage its activities as was customary in previous generations. The size of the leading successful corporations today makes it almost impossible for any individual to own even a controlling interest in any of them. It has, therefore, become necessary to entrust the management of practically all the large enterprises of this country to individuals who, in most instances, have a relatively small financial interest in the business. The conduct of business is no longer by capital and labor. It is by capital, management and labor.

One of the greatest incentives for the development of any business is a sense of proprietorship. Under the new conditions, therefore, it has become necessary to find a substitute for the incentive which the sense of ownership formerly provided.

To supply this sense of ownership many companies have adopted managerial profit-sharing plans. In some cases they take the form of cash payments based upon earnings, as in



NOW LOOK WHO'S HERE!

the Bethlehem plan. In other cases they consist of stock allotments which are paid for in whole or in part out of a fund created by the corporation and based upon its net earnings. ofic ofic ofic

FOOTBALL'S VICTORIES. By ROBERT C. ZUPKE,

tball Coach, University of Illinois, Addressing the Superintendents at the National Education Asso-ciation Conference.

THE enemies of football hold that the game has fathered all kinds of evils, such as proselyting, student migration, campus hysteria, commercialism, spectatorism, huge stadiums and "overemphasis." In the meantime they overlook the good points of this activity.

This whole structure, built about the athletic games, came at first from nowhere and grew up like Topsy. The youth of one community desired to play those of another. In the meantime the halfback, the quartermiler, the star basketball shot and the hard-hitting baseball player became heroes of the boy world and supplanted Diamond Dick, the James brothers, Old Sleuth and Nick Car-

The stadia taught the ethics of sportsmanship to thousands at a time by the way of deeds and not merely words. Our young men learned to talk in terms of health, courage, clean bodies and string beans and spinach.

A VITAL WAR ON WAR.

* *

By Dr. ALBERT EINSTEIN. in a Prepared Speech Read from the Rear Platform of His Train at Chicago.

THE developments of the last few years have shown again how little we are justified in leaving to the governments the fight against armaments and the military spirit. But even the creation of huge organizations of pacifists in itself can bring us only little nearer our goal.

I am convinced that the only way is the denial of military service. This must be supported by organizations which in different countries will materially and morally support the brave and courageous war resisters. It is in this way that we can make

the pacifist problem a vital one and that it can become a real fight which will attract strong characters. .It is an illegal fight, but a fight for the real right of the people against their governments when they demand criminal actions from their citizens.

% % % INTERNATIONAL ACCORD.

By ARISTIDE BRIAND,

French Foreign Minister, Replying to Questions in the Chamber of Deputies on the Naval Accord.

THE negotiations just closed create an atmosphere favorable for the continuation of conversations on topics of more general political interest and for arrival at a complete agreement between the French and Italian peoples, who have, indeed, at no moment been seriously separated from one another. * * * Every country made the necessary sacrifices. That is the best praise I can give it. * * *

When I turn to the past and then contemplate the position which France has attained in the world through the pursuit of this policy [of eradicating differences with Italy and Germany] I have not the slightest cause for regret. * * *

Italy has given proof of a most conciliatory spirit. During these negotiations she has done everything possible to reach this result in the interest of peace.

We will go to that disarmament conference [next year] with all our authority in no way diminished by the recent naval accord or any other diplomatic act. This will be the most important conference of the kind in history, and the fact that the nations do not agree on some points does not mean that they must be separated forever.

Already by our conversations and by our conventions we can claim to have avoided war. Step by step we are moving toward peace. Have we got there? Not yet. Shall I see it? I am not very sure. But I see infiltrating into the spirit of the peoples of the world that will for peace, that determination to avoid war before which sooner or later every one must incline.

From THE NEW YORK TIMES.]

IN A WEEK

E Pluribus Unum.

WAS in a metropolitan place Where setbacks tower and taper

That in the street I chanced to meet A singular daily paper.

Singular, yes, and plural, too, For, speaking in several keys, It cried aloud like a good-sized crowd In some such words as these

"Oh! I am the Morning Republican-Blade-Chronicle-Democrat. And the Evening Star-Express I are! What do you think of that?'

One paper still, and one alone, Was all that I could see, And, much in doubt, I blurted out. "Can it possibly be?"

The paper fluttered flashing leaves And winked its Argus eye, And speaking yet like a double sextet.

It offered this reply:

"Yes, I am all that I said before, But the whole is yet to tell: I'm the Sunday Globe-Recorder-Probe-Courier-Mail as well!"

afe ofe ofe

This column has been confident all along that France and Italy would settle their naval squabble in due time and that consequently there was no use trying to understand what it was all about. And sure enough, they did.

Bootleggers are said to be about the only class not represented in the Independent Artists' show. They do well at water-colors, too.

ofe ofe ofe

oje oje oje Glad Raiment.

The New York custom cutters advise business men to dress colorfully nowadays in order to pep up their

When the country has the blues, When the public seldom smiles, Charitable men will choose Cheerful styles.

Out, habiliments of gloom, Solemn hats and somber hose! Let our wardrobes brightly bloom Like the rose.

Rainbow garb, denoting hope, Carmine coats and orange trousers. These, say tailors, are the dope. Do it now, sirs.

Neither shrink from giddy tweeds Mottled like the gay giraffe. What this mournful planet needs Is a laugh.

With the rope murder all over the place it is a relief to go to see a good underworld film these evenings. The hero and the heroine are always so nice and noble.

sk sk The Autogiro.

The autogiro is the child Of windmill tame and airplane wild It safely soars like this: ledown And lands on any roof in town

The autogiro, please to note Is fine for folks who miss the boat. It follows down the bay, by heck, And lightly drops them on the deck.

Then home it flies with flapping wings

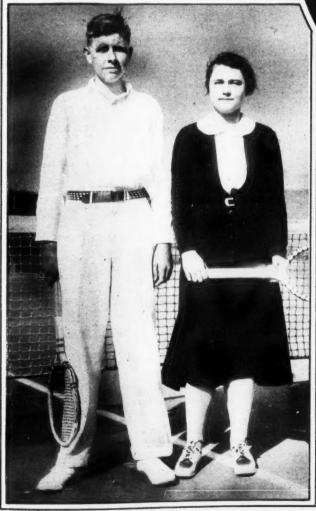
(I don't know what they call the things),

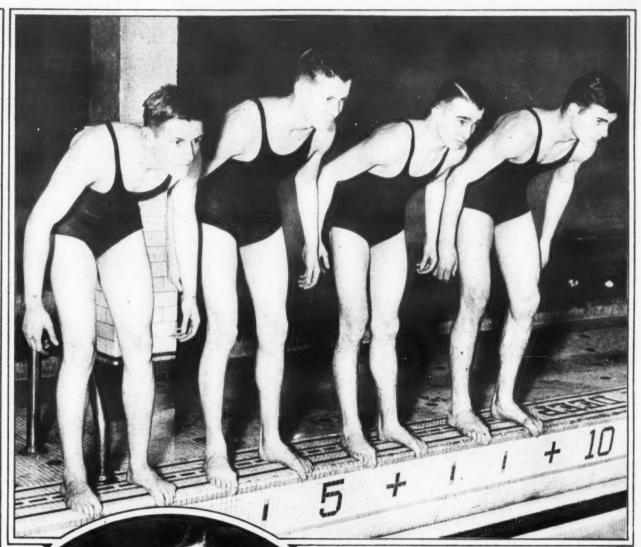
And watches in its rendezvous For other useful tasks to do.

> L. H. ROBBINS. in THE NEW YORK TIMES.



SETTING A NEW RECORD IN THE 35-POUND WEIGHT THROW: FRED STEINER of California, Who Established an Intercollegiate
Mark of 54 Feet 5 Inches at the Pennsylvania
Midwinter Meet at Franklin Field, Philadelphia.
(Times Wide World Photos, Philadelphia Bureau.)





THE FASTEST OF THE INTERSCHOLASTIC SWIMMERS: THE RELAY TEAM

of the Northwestern High School, Detroit, Which Set a World's Record in Its Class by Doing the 200 Yards in 1 Minute 38 2-5 Seconds in a Greater Detroit Meet.

(Times Wide World Photos, Detroit Bureau.)



HE SET
A WORLD'S
RECORD FOR
THE 70-YARD HIGH
HURDLES:
PERCY BEARD
of Alabama, Who
Twice Equaled the
Old Standard in
Heats at the Amateur

Heats at the Amateur Athletic Union Meet in Madison Square Garden, New York, and Then Established a New Time of 8 5-10 Seconds in Defeating Lee Sentman of Illi nois, the 1930 Titleholder, by Four Feet. (Times Wide World Photos.)

At Left--RISING STARS OF THE DOEG TENNIS

THE DOEG TENNIS
DYNASTY:
BILLY AND VIOLET
DOEG,
Brother and Sister of
the American Singles
Champion, Who Have
Won Places on the
Court Teams of the
University of California at Los Angeles.
(Times Wide World
Photos, Los Angeles
Bureau.)



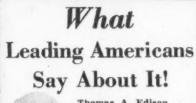
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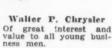
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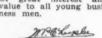
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John J. Raskob





The Book That Explodes 100 False Theories About Success

But Reveals the Amazing "KEY" Method Used by the World's Greatest Men!

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Out of this work, clear and unmistakably, the fact was revealed that, invariably, these men had in common an ability to control other people. Story after story shows how they won over their rivals through their ability to handle people—to influence them favorably—to win loyalty, friendship and co-operation. Strange but true, men like Lincoln. Ford, Roosevelt, Pershing, Dawes and a host of others used similar methods in their contacts with other people—



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Chapters

Are Great Men Dif-ferent From Me?

The Secret of Making People Like

The Knack of Get-

ting Co-operation How To Make

People Say Yes
A Simple Way to
DevelopPersonality

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methods that brought them their greatest vic-tories. In fact, one basic key principle real-ly governed their actions.

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Now this key principle and these methods can be yours. Through hundreds of actual incidents, Strategy in Handling People reveals the exact conduct to follow in influencing people. It shows how to make people like you—how to make a good first impression—how to inspire loyalty and co-operation — how to win recognition of your avoid making enemies—how to win recognition of your ability—how to handle people who are conceited, antagonistic or indifferent. All of the important problems in personal contact, the problems that you face daily, are covered in Strategy in Handling People.

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